



Education

Learning- Digital Designers UI/UX
Netcraft Academy 2023

Learning user experience & Digital
design ui /ux, in Create School. 2017

Learning - Web Development in
Mentor College:
Adobe Dreamweaver 2011
Adobe Flash
Adobe Illustrator 2007
Adobe InDesign
Adobe Photoshop

Learning - Advertising and public
relations studies in College of
Management. 1993
1994

Learning - Graphic Design in
Ort Career. 1992
1993

Military Service:
Graphic Designer and Publisher
(sergeant), Working on Mac. 1989
1991

High School:
Graduate of Ort Technicom School
Trending in Applied Art-Graphics.
(Full matriculation certificate +
profession). 1985
1989

Languages: Hebrew, English.

Interests: Travel, sports, entertainment,
music, concerts, movies, theater, dance,
exhibitions, museums, galleries, reading,
writing, and of course art and design.

Work Experience:

Over 20 years experience in leading advertising agencies.
As part of my job I was required to work with a wide team
of professionals. The work included a high level of knowledge,
understanding, organizational ability, punctuality and
excellent human relations. Rich experience in graphic design
and performance for print and digital, branding,
ui / ux User Experience, strategic thinking, segmentation
and research campaigns, presentations and more. 1993
2023

Freelance in leading advertising agencies: 2002
2023
Adler Chomski & Warshavsky Grey Israel, Shalmor Avnon
Amichay Y&R Israel, Yehoshua/TBWA, Reuveni Pridan IPG,
Jwt Israel, Baumann Bar-Rivnay Saatchi & Saatchi,
Leo Burnett Israel, Regev Kavitsky, Drori Shlomi, Drori Aruty
Berman, LH advertising agency, 4 Advertising, Nahmani
Zafirir, Ofer & Hertz, Linear DDB, Geller Nasis Darcy, Zarmon
Goldman, Lin Lin, Bolton Potential, fogel ogilvy advertising
Ltd, Hevron Zalsman, Shimoni Finkelstein, Barzani Levi, Bar
Levi Koren, Publicis, RSL, GPS, Lead, BB&A Expert and more.

Design and branding Studio: Firma. The Brandhouse, open,
Adler Brandes Studio, Nirvai Studio, Open and more.

PR offices: Arad Communications, Rimon Cohen & Co. 1998
2001

Direct Marketing: Data pro proximity, Profit Marketing,
Promarket, Superpush, kapaim and more.

Digital Agency: Twisted, SomethinGood, Kanibal Media, Modern Talking

Employee in Gitam BBDO Advertising - as a
Graphic Designer and evening shift supervisor. 1995
1997

Employed as a Graphic designer and studio manager at
Zarmon advertising.

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[/https://www.linkedin.com/in/natallie-hen](https://www.linkedin.com/in/natallie-hen)

Skills and Experience in:



Knowledge in:

